Listing of the Claims

This listing of the claims will replace all prior versions, and listings, of claims in the Application:

1. (Currently Amended) A medallion for association with a motor vehicle comprising:

a base; and

inserts installed within the base having different ornamental appearances selected from,

a first set of inserts having at least two visible characteristics defining a first ornamental appearance;

a second set of inserts having at least two visible characteristics defining a second ornamental appearance; and

a third set of inserts having at least two visible characteristics defining a third ornamental appearance;

wherein the visible characteristics defining the ornamental appearance of each of the inserts comprise at least one of variations in color, shape, surface profile, outline, material and indicia;

wherein the at least two visible characteristics of the first set of inserts are different than the at least two visible characteristics of the second set of inserts so that the first ornamental appearance is different than the second ornamental appearance;

wherein the at least two visible characteristics of the first set of inserts are different than the at least two visible characteristics of the third set of inserts so that the first ornamental appearance is different than the third ornamental appearance;

wherein the at least two visible characteristics of the second set of inserts are different than the at least two visible characteristics of the third set of inserts so that the second ornamental appearance is different than the third ornamental appearance;

so that a plurality of unique ornamental appearances for the medallion is defined by the different ornamental appearances of the inserts that can be selected, arranged and installed within the base of the medallion to form the medallion; ~~and~~

wherein the visible characteristics are associated with objective features of a customer profile; and

wherein the medallion is formed with one of the plurality of unique ornamental appearances by selection and installation within a first depression of the base of at least one of the first set of inserts, at least one of the second set of inserts, and at least one of the third set of inserts.

2. (Previously Presented) The medallion of Claim 1 wherein the depression comprises a bottom surface.

3. (Currently Amended) The medallion of Claim 1 wherein the objective features of the customer profile comprise at least one of sales information, purchaser name, purchaser address, number of vehicles purchased, a date of purchase, a vehicle identification number, and a model purchased ~~the color is associated with available colors from a manufacturer of the motor vehicle~~.

4. (Previously Presented) The medallion of Claim 1 wherein each insert has a different outline from other inserts.

5. (Previously Presented) The article of Claim 4 wherein the outline is correlated to a portion of the motor vehicle.

6. (Previously Presented) The medallion of Claim 2 wherein the inserts substantially fill the depression and a plurality of the inserts interface with one another.

7. (Previously Presented) The medallion of Claim 1 wherein the surface profile is at least one of flat, concave, and convex.

8. (Previously Presented) The medallion of Claim 1 wherein at least one insert is provided with indicia.

9. (Previously Presented) The medallion of Claim 8 wherein the indicia is associated with a number of motor vehicles purchased.

10. (Previously Presented) The medallion of Claim 1 wherein the base is configured to be attached to a support structure.

11. (Previously Presented) The medallion of Claim 10 wherein the base is configured to receive a fastening member.

12. (Previously Presented) The medallion of Claim 10 wherein the support structure is a vehicle grille.

13. (Previously Presented) The medallion of Claim 1 wherein the inserts are coupled to the base by way of adhesive.

14. (Previously Presented) The medallion of Claim 1 wherein a fixed number of unique configurations of the medallion may be created.

15. (Currently Amended) A set of articles for association with motor vehicles comprising:

a set of bases for association with articles; and

sets of inserts comprising a first set of inserts having at least two visible characteristics defining a first ornamental appearance, a second set of inserts having at least two visible characteristics defining a second ornamental appearance, and a third set of inserts having at least two visible characteristics defining a third ornamental appearance, each set of inserts having a plurality of individual inserts;

wherein the visible characteristics defining the ornamental appearance of each of the inserts comprise at least one of variations in color, shape, surface profile, surface finish, outline, material, and indicia; and

wherein unique configurations of the articles may be created by selecting and arranging inserts with different combinations of visible characteristics within a base to form an article;

wherein the visible characteristics are associated with objective features of a customer profile; and

wherein the article is formed with one of a plurality of unique ornamental appearances by selection and installation within a first depression of one of the bases at least one of the first set of inserts, at least one of the second set of inserts, and at least one of the third set of inserts.

16. (Previously Presented) The set of articles of Claim 15 wherein the depression comprises a bottom surface.

17. (Previously Presented) The set of articles of Claim 15 wherein each insert has a different outline from other inserts.

18. (Currently Amended) The set of articles of Claim 15 wherein the objective features of the customer profile comprise at least one of sales information, purchaser name, purchaser address, number of vehicles purchased, a date of purchase, a vehicle identification number, and a model purchased ~~the outline is correlated to a portion of the motor vehicle~~.

19. (Previously Presented) The set of articles of Claim 16 wherein the inserts substantially fill the depression and a plurality of the inserts interface with one another.

20. (Previously Presented) The set of articles of Claim 15 wherein the surface profile is at least one of flat, concave, and convex.

21. (Previously Presented) The set of articles of Claim 15 wherein at least one insert of a set of inserts is provided with indicia.

22. (Previously Presented) The set of articles of Claim 21 wherein the indicia is associated with a number of motor vehicles purchased.

23. (Previously Presented) The set of articles of Claim 15 wherein each base is configured to be attached to a support structure.

24. (Previously Presented) The set of articles of Claim 23 wherein the support structure is a vehicle grille.

25. (Previously Presented) The set of articles of Claim 23 wherein the base further includes a slot.

26. (Previously Presented) The set of articles of Claim 15 wherein the articles are medallions and wherein a fixed number of configurations of the medallions may be created.

27. (Previously Presented) The set of articles of Claim 15 wherein the inserts are coupled to the base by way of adhesive.

28. (Currently Amended) An article prepared by a process comprising:

generating an article configuration by installing inserts having different ornamental appearances within a base and the inserts selected from,

a first set of inserts having at least two visible characteristics defining a first ornamental appearance;

a second set of inserts having at least two visible characteristics defining a second ornamental appearance; and

a third set of inserts having at least two visible characteristics defining a third ornamental appearance

associating the article configuration with selected information;

generating assembly instructions from the article configuration;

wherein the at least two visible characteristics of the first set of inserts are different than the at least two visible characteristics of the second set of inserts so that the first ornamental appearance is different than the second ornamental appearance;

wherein the at least two visible characteristics of the first set of inserts are different than the at least two visible characteristics of the third set of inserts so that the first ornamental appearance is different than the third ornamental appearance;

wherein the at least two visible characteristics of the second set of inserts are different than the at least two visible characteristics of the third set of inserts so that the second ornamental appearance is different than the third ornamental appearance;

wherein the visible characteristics are associated with objective features of a customer profile;

so that a plurality of unique ornamental appearances for the article is defined by the different ornamental appearances of the inserts that can be selected, arranged and installed within the base of the article to form the article; and

wherein the article is formed with one of the plurality of unique ornamental appearances by selection and installation within a first depression of the base of at least one of the first set of inserts, at least one of the second set of inserts, and at least one of the third set of inserts.

29. (Previously Presented) The article prepared by the process of Claim 28 wherein the article configuration comprises surface profile characteristics for a set of elements, wherein the set of elements are associated with the article.

30. (Previously Presented) The article prepared by the process of Claim 29 wherein the surface profile characteristics include at least one of flat, concave, and convex.

31. (Previously Presented) The article prepared by the process of Claim 28 wherein the article configuration comprises color characteristics for a set of elements, wherein the set of elements are associated with the article.

32. (Previously Presented) The article prepared by the process of Claim 31 wherein the article configuration includes surface profile characteristics for the set of elements.

33. (Previously Presented) The article prepared by the process of Claim 32 wherein the surface profile characteristics include flat, concave, and convex.

34. (Previously Presented) The article prepared by the process of Claim 28 wherein the article configuration comprises material characteristics for a set of elements, wherein the set of elements are associated with the article.

35-55. (Cancelled)

56. (Currently Amended) In a system for forming a medallion comprised of a base and inserts installed within the base, the improvement comprising:

wherein the inserts comprise ornamental appearances selected from,

a first set of inserts having at least two visible characteristics defining a first ornamental appearance;

a second set of inserts having at least two visible characteristics defining a second ornamental appearance; and

a third set of inserts having at least two visible characteristics defining a third ornamental appearance;

wherein the visible characteristics defining the ornamental appearance of each of the inserts comprise at least one of variations in color, shape, surface profile, surface profile, outline, material and indicia;

wherein the at least two visible characteristics of the first set of inserts are different than the at least two visible characteristics of the second set of inserts so that the first ornamental appearance is different than the second ornamental appearance;

wherein the at least two visible characteristics of the first set of inserts are different than the at least two visible characteristics of the third set of inserts so that the first ornamental appearance is different than the third ornamental appearance;

wherein the at least two visible characteristics of the second set of inserts are different than the at least two visible characteristics of the third set of inserts so that the second ornamental appearance is different than the third ornamental appearance;

so that a plurality of unique ornamental appearances for the medallion is defined by the different ornamental appearances of the inserts that can be selected, arranged and installed within the base of the medallion to form the medallion; ~~and~~

wherein the visible characteristics are associated with objective features of a customer profile; and

wherein the medallion is formed with one of the plurality of unique ornamental appearances by selection and installation within a first depression of the base of at least one of the first set of inserts, at least one of the second set of inserts, and at least one of the third set of inserts.

57. (Previously Presented) The medallion of Claim 56 wherein the depression comprises a bottom surface.

58. (Previously Presented) The medallion of Claim 57 wherein the inserts substantially fill the depression and a plurality of the inserts interface with one another.

59. (Previously Presented) The medallion of Claim 58 wherein the inserts are coupled to the bottom surface of the base by way of adhesive.

60. (Previously Presented) The medallion of Claim 56 wherein the color is associated with available colors from a manufacturer of the motor vehicle.

61. (Previously Presented) The medallion of Claim 56 wherein each insert has a different outline from other inserts and the outline is correlated to a portion of the motor vehicle.

62. (Previously Presented) The medallion of Claim 56 wherein the surface profile is at least one of flat, concave, and convex.

63. (Previously Presented) The medallion of Claim 56 wherein at least one insert is provided with indicia.

64. (Previously Presented) The medallion of Claim 63 wherein the indicia is associated with a number of motor vehicles purchased.

65. (Previously Presented) The medallion of Claim 56 wherein the base is configured to be attached to a support structure.

66. (Previously Presented) The medallion of Claim 65 wherein the base is configured to receive a fastening member.

67. (Previously Presented) The medallion of Claim 65 wherein the support structure is a vehicle grille.

68. (New) The medallion of Claim 56 wherein the objective features of the customer profile comprise at least one of sales information, purchaser name, purchaser address, number of vehicles purchased, a date of purchase, a vehicle identification number, and a model purchased.

69. (New) The article prepared by the process of Claim 28 wherein the objective features of the customer profile comprise at least one of sales information, purchaser name, purchaser address, number of vehicles purchased, a date of purchase, a vehicle identification number, and a model purchased.